

REMARKS**Summary of the Office Action**

Claims 1-4, 8, and 9 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Uehara et al. (US 6,329,980) in view of Furuhashi et al. (US 6,556,180), claims 5-7, 10, 11, 13, and 14 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Uehara et al. in view of Furuhashi et al. and Kuga (US 5,828,367), and claim 12 stands rejected under 35 U.S.C. § 103(a) as being unpatentable over Uehara et al. in view of Furuhashi et al., Kuga, and Kasahara et al. (US 6,414,657). Applicant respectfully traverses these rejections as being based upon combinations of prior art references that neither teach nor suggest the novel combination of features recited in independent claims 1, 5, 8, and 10, and hence dependent claims 2-4, 6, 7, 9, and 11-14.

The Office Action alleges that Uehara et al. teaches a color LCD display apparatus for “increasing a data voltage of a current frame if the data voltage of the current period is greater than the previous period, and decreasing the data voltage of the current frame if the data voltage of the current period is less than the previous period (see figures 1, 4-6, 14; column 1, lines 49-51 and column 9, lines 6-60).” In addition, the Office Action alleges that Furuhashi et al. teaches “a delay period is a frame period (see figure 1 and column 2, lines 32-43).” Thus, the Office Action concludes that it would have been obvious to have modified [Uehara et al.] with the teaching of Furuhashi et al., since “Uehara et al. have been disclosed a delay period could be changed (see Uehara et al.’s column 7, lines 9-160), a frame period is a common delay period in a display and it has been generally recognized as being within the level of ordinary skill in the art.” Furthermore, the Office Action alleges that Kuga et al. teaches “an LCD display apparatus for

decreasing a data voltage of a current frame if the data voltage of the current frame is the same as the previous frame (see figures 4-5l; column 2, lines 33-39 and column 5, lines 17-25).” Thus, the Office Action concludes that it would have been obvious to “have modified Uehara et al as modified with the teaching of Kuga, so as to save power in an LCD display (see abstract and column 2, lines 33-39).” Applicant respectfully disagrees.

Uehara et al. discloses (col. 9, lines 35-44, and FIG. 6) that if a difference between previous and subsequent amplitudes is small, then an amplitude of a correction signal (6-d in FIG. 6) is greatly decreased and added to an original pixel signal (6-e in FIG. 6). Conversely, if the difference is large, then the amplitude of the correction signal (6-d) is slightly decreased and added to the original pixel signal (6-e). Thus, Applicant respectfully asserts that Uehara et al. teaches always increasing the original pixel signal by the correction signal regardless of the difference between previous and subsequent amplitudes.

Furuhashi et al. teaches a liquid crystal display device including a signal control unit, wherein a frame memory delays a first display data by one frame and stores the delayed display data, an arithmetic operation circuit that compares the delayed display data stored in the frame memory with a second display data, and an addition/subtraction circuit for adding and subtracting correction data output by the arithmetic operation circuit to and from the first display data.

Kuga teaches determining image signals of current and previous fields to be a constant image if the image signals of the current field coincide with the image signals of the previous field by more than 50% and driving the LCD panel in a low-voltage drive mode, otherwise, the LCD panel is driven in a normal drive mode.

Kasahara et al. teaches detection apparatus and detecting method of pseudo-contour noise that appears when gradation display is performed in a sub-field method on a display device, such as a plasma display device or a digital micromirror device.

In contrast to Uehara et al., independent claims 1, 5, and 8 all recite, in part, “decreasing the data voltage of the current frame if the data voltage of the current frame is not greater than that of the previous frame.” Similarly, independent claims 10 recites, in part, “more decreasing the voltage level when the voltage level is more reduced at the current frame than at the previous frame.” Thus, Applicant respectfully asserts that Uehara et al., Furuhashi et al., Kuga, and/or Kasahara et al., whether taken singly or in multiple combinations, fail to teach or suggest all the features of independent claims 1, 5, 8 and 10.

With regard to the Office Action’s allegation that “a frame period is a common delay period in a display and it has been generally recognized as being within the level of ordinary skill in the art,” Applicants respectfully submits that none of the prior art of record teaches, either explicitly or implicitly, that “a frame period is a common delay period in a display” is “generally recognized as being within the level of ordinary skill in the art,” or is common knowledge or well known in the art. Moreover, Applicant respectfully traverses the “Official Notice” set forth in the Office Action.

As pointed out in MPEP 2144.03B, “[I]f such notice is taken, the basis for such reasoning must be set forth explicitly.” In addition, “[t]he Examiner must provide specific factual findings predicated on sound technical and scientific reasoning to support his or her conclusion of common knowledge. See *Soli*, 317 F.2d at 946, 37 USPQ at 801.” Accordingly, since the Examiner has not provided any sound technical or scientific reasoning to support the allegation

that that “a frame period is a common delay period in a display” is “generally recognized as being within the level of ordinary skill in the art,” or is common knowledge or well known in the art, Applicants respectfully submit that the combination of features recited in claims 1-14 is not well known.

As required by MPEP 2144.03C, “[i]f applicant adequately traverses the examiner’s assertion of official notice, the examiner must provide documentary evidence in the next Office action if the rejection is to be maintained. See 37 CFR 1.104(c)(2).” Thus, Applicant respectfully requests documentary evidence that “a frame period is a common delay period in a display” is “generally recognized as being within the level of ordinary skill in the art,” or is common knowledge or well known in the art if the rejection of claims 1-14 under 35 U.S.C. § 103(a) are to be maintained.

Furthermore, even if the rejection of claims 1-14 under 35 U.S.C. § 103(a) are maintained and Official Notice taken by the Examiner is factually supported by documentary evidence, Applicant respectfully traverses any rejection predicated upon the Official Notice on grounds that a lack of proper motivation exists to modify the teachings of any of Uehara et al., Furuhashi et al., Kuga, and/or Kasahara et al. For example, since none of the prior art of record either teaches or suggests modifying Uehara et al. to arrive at the invention of at least independent claims 1, 5, 8, and 10, then there is no motivation to modify Uehara et al. Thus, no *prima facie* case of obviousness of at least independent claims 1, 5, 8, and 10 may be alleged.

Since the Office Action fails to meet the requirements for establishing a *prima facie* case of obviousness as to independent claims 1, 5, 8 and 10, claims 1, 5, 8, and 10 are not obvious,

and hence dependent claims 2-4, 6, 7, 9, and 11-14 are not obvious. Thus, Applicant respectfully requests that the rejections of claims 1-14 under 35 U.S.C. § 103(a) be withdrawn.

CONCLUSION

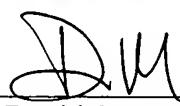
In view of the foregoing, Applicant respectfully requests reconsideration and timely allowance of the pending claims. Should the Examiner believe that there are any issues outstanding after consideration of this response, the Examiner is invited to contact Applicant's undersigned representative to expedite prosecution.

If there are any other fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-0310. If a fee is required for an extension of time under 37 C.F.R. § 1.136 not accounted for above, such an extension is requested and the fee should also be charged to our Deposit Account.

Respectfully submitted,

MORGAN, LEWIS & BOCKIUS LLP

By: _____



David B. Hardy
Reg. No. 47,362

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Customer Number: 009629

MORGAN, LEWIS & BOCKIUS LLP
1111 Pennsylvania Avenue, N.W.
Washington, DC 20004
202-739-3000